

**ABSTRACT**

The invention is directed toward a business method by which a retailer can sell to a customer the tools, materials, and instruction necessary for the customer to create a wax replica of a desired piece of jewelry, which is then returned to the retailer. The retailer then sends the wax replica to a commercial foundry, which makes a mold of the wax replica and after melting away the wax, pours molten metal into the mold, creating a metal piece of jewelry identical to that designed by the customer. The commercial foundry then performs finishing work on the jewelry and returns it to retailer, who may also perform finishing and gem-setting work before returning the finished jewelry product to the customer.